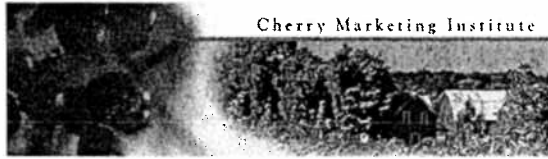


## Ag Committee Update



**March 25, 2015**

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## Michigan Agriculture

- ✓ 2nd only to California in crop diversity
- ✓ 101.2 billion dollar industry
- ✓ Employs over 1 million workers
- ✓ 55,000 farms on 10 million acres
- ✓ More than 2,000 food processors
- ✓ Over 300 different commodities



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## Cherry Marketing Institute's Priorities



- ✦ Grower's Organization
- ✦ Marketing
- ✦ International Issues
- ✦ Research
- ✦ Grower Issues
- ✦ Other

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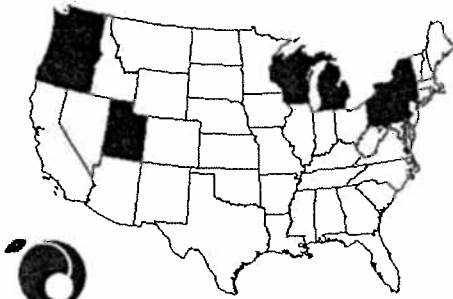
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### Tart Cherry Producing States




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Michigan produces 75-80% of the U.S. supply of tart cherries on an annual basis and ranks 4<sup>th</sup> in sweet cherry production behind Washington, Oregon and California.

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### Michigan

- ✦ 450 tart cherry growers
- ✦ 3,660,000 trees
- ✦ 32,000 acres
- ✦ 400 sweet cherry growers
- ✦ 800,000 trees
- ✦ 7,200 acres

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**Mechanical Harvester**



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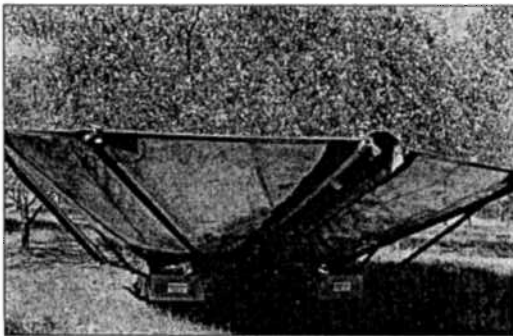
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**270-290 pounds of cherries per tree**

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## Superfruit

- ✓ Food and health
- ✓ Functional food
- ✓ Re-inventing our industry
- ✓ Re-inventing the way we think about food!

**POWERED BY  
CHERRIES**

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## Strategic Roadmap

OBJECTIVE		
Increase demand for tart cherries		
STRATEGIES		
Spotlight science to reinforce relevance and differentiate from competition	Bevotte taste to reinforce consumer appeal and show we're on trend	Re-ignite ingredient decision-maker focus to recapture lost markets
PLATFORM		
Go Tart Instead.		

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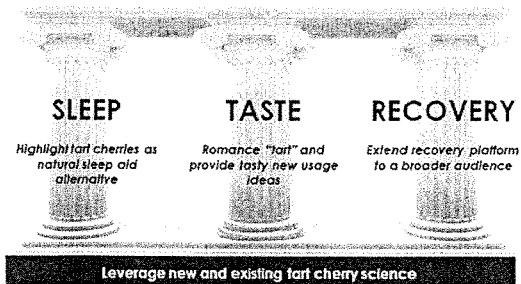
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## Message Pillars



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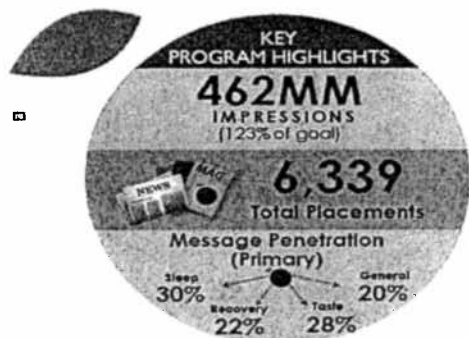
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## 2013/14 Was A Terrific Year




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## North American Marketing Program

- ✦ Includes U.S. & Canadian Growers
- ✦ Jeff Manning – Got Milk?
- ✦ 8 year mark this year
- ✦ Highlights Reel




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# Thank You!




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